

## ABILITY CEO Calls on Healthcare Industry to Invest, Join Forces with Direct Project

### Statement on Direct Project's Widespread Adoption

**MINNEAPOLIS, Minn.** – March 23, 2011 – The following is a statement from Mark Briggs, CEO, ABILITY Network, regarding ONC's News on the Direct Project's Widespread Adoption from Tuesday, March 22, 2011.

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#### About ABILITY

ABILITY works to save lives by facilitating information exchange and knowledge-sharing among every participant within the healthcare spectrum – hospitals, physician practices, home care providers, DMEs, and private and government payers – as well as the Centers for Medicare and Medicaid Services (CMS). In use for more than a decade in more than 3,000 hospitals across the country, ABILITY's network supports healthcare decision makers in their quest to promote care coordination and collaboration, reduce record fragmentation, participate in new and emerging care models, and access the Direct Project network and state and community-based Health Information Exchanges (HIEs). Follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

“As a participant in the Direct Project's first ever successful Internet-based exchange of health information, ABILITY Network Inc., the nation's largest and most trusted health information network, is thrilled to learn that more than 60 healthcare organizations – vendors, HIEs and providers – have already offered their support to the DIRECT project. Now, it's time to expand the DIRECT family,” said Mark Briggs, CEO of ABILITY.

“Only with the involvement of every healthcare constituency can this industry achieve authentic reform and transformation. Each critical group – payers, patients, providers, government, vendors and pharma and medical device companies – can bring unique knowledge, talent, skill and experience to the table.

“Only by working together, in the true spirit of cooperation and collaboration, can we end the crisis of duplication, fragmentation, preventable errors, uneven quality and runaway costs that plagues our healthcare system.

“ABILITY is so convinced of Direct's potential that it has pledged more than \$50 million over the next year to ensure provider connectivity. We hope that others do the same with these strategies:

- Talk up DIRECT in non-participating states and regions.
- Make an organization-wide financial and cultural commitment to DIRECT standards and participation.
- Promote DIRECT to local community providers, employers, government and public health agencies.
- Share the story of DIRECT with local and business print and broadcast media so patients and families know how they'll benefit from DIRECT.
- Share the vision of transporting coordination of care messages with physicians and other clinicians. Make it simple and easy for physicians, payers, providers and patients to join the DIRECT network.

“Join us in elevating the healthcare conversation and enabling a healthier America.”

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